

# IRON COUNTY TOURISM PROFILE

County Indicator	2009	2010	2011	% Change 2010-2011	State Ranking
<b>DEMOGRAPHIC</b>					
Population	45,693	46,310	n/a		
Total Non-Ag Employment	15,647	15,092	n/a		
Non-Ag Avg Monthly Wage	\$2,257	\$2,288	n/a		
Per Capita Income	\$22,965	\$23,164	n/a		
Unemployment Rate*	8.5%	8.7%	n/a		
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$89,725,095	\$94,286,385	\$100,348,262	6.4%	11
Travel & Tourism Related Employment	1,730	1,775	1,812	2.1%	11
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$4,702,076	\$4,931,243	\$5,292,380	7.3%	11
Transient Room Tax	\$732,181	\$839,377	\$843,708	0.5%	10
Restaurant Tax	\$458,375	\$468,710	\$500,612	6.8%	8
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$608,695,724	\$547,440,149	\$570,006,744	4.1%	11
<b>REGIONAL VISITATION COUNTS</b>					
Zion N.P.	2,735,396	2,666,021	2,825,480	6.0%	
Bryce Canyon N.P.	1,216,376	1,285,490	1,296,000	0.8%	
Quail Creek S.P.	97,110	101,967	72,366	-29.0%	
Cedar Breaks N.M.	492,350	525,829	493,145	-6.2%	
Grand Staircase-Escalante N.M.	722,431	700,000	739,248	5.6%	
Snow Canyon S.P.	308,126	321,752	344,915	7.2%	
Utah Shakespearean Festival	112,295	117,018	120,000	2.5%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

r = revised

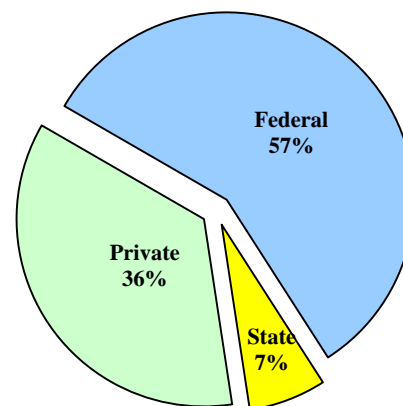
Land Ownership - 2011	No. of Acres	% Total
<b>Total Acres in County</b>	<b>2,112,651</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>1,215,132</b>	<b>57.5%</b>
BLM	963,303	45.6%
US Forest Service	242,978	11.5%
National Parks	8,851	0.4%
National Wildlife Service	--	--
Other •	--	--
<b>State Government</b>	<b>141,025</b>	<b>6.7%</b>
Utah State Parks & Recreation	231	0.0%
Utah State Wildlife Reserves	8,069	0.4%
State Trust Lands	132,725	6.3%
Other ••	--	--
<b>American Indian</b>	<b>2,503</b>	<b>0.1%</b>
<b>Private*</b>	<b>754,198</b>	<b>35.7%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2011



# Iron County Tourism Profile

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